

2007/08

**California of the Past:
Pilot Digital Story Station Program Guidelines**

Application Receipt Deadline:

April 9, 2007, 4:00 p.m.

California State Library
Library Development Services Bureau
PO Box 942837
Sacramento, CA 94237-0001
(916) 653-5217

California of the Past: Pilot Digital Story Station Program Guidelines

I. Introduction

Thomas Frey, the director of the futurist think tank, at the DaVinci Institute, notes that one of ten defining issues shaping the 21st century library is society's shift from a product-based economy to an experience-based economy. Library materials and information will shift from books and other paper-based forms to various digital manifestations. And they will be evaluated partly on the experience they create for the user.

One of four recommendations he has for libraries concerns digital storytelling. He recommends that libraries preserve the memories of their own communities. "While most libraries have become the document archive of their community, the memories of a community span much more than just documents. What did it sound like to drive down Main Street in 1950? What did it smell like to walk into Joe's Bakery in the early mornings of 1965? Who are the people in these community photos and why were they important? Memories come in many shapes and forms."

The San Diego Public Library, in partnership with the Media Arts Center San Diego, established a digital storytelling station in the library as part of their highly successful 2004/05 Pilot CA Cultural Crossroads Program. The station was successfully used by members of their community, and also drew residents from much further areas who heard about the station. This pilot program seeks to replicate the digital story station component of the San Diego project in five other libraries across California. If the proposed pilot is successful, it is hoped a statewide digital story station program can be launched in 2008/2009.

II. Program Description

Under this pilot program, the State Library will provide up to five libraries, on a competitive basis, a digital storytelling station, onsite training in use of the digital station and in promotion of the project, and a small grant to support the promotion and operations of a digital storytelling station. During the pilot grant year, those libraries selected to participate in the pilot program will contribute digital stories recorded by members of their community to a central website of "California of the Past" stories.

The libraries selected to participate in this program will encourage members of their community to record their memories of their local community, or of California in the past. For example, stories of what main street used to be like, or memories of raising their children the community, or stories their parents would tell of life in the area when they first moved there. These stories can address the recent past or distant past. Both long time residents and more recent residents are encouraged to share their memories.

III. Program Objectives

- Promote intergenerational sharing of stories of California
- Engage aging baby boomers in sharing their memories of California
- Encourage immigrants to California to share their memories of the State or their local community when they first arrived here years ago
- Provide library staff with digital storytelling program skills
- Create a statewide history resource of life in California

IV. Eligibility

Eligible applicants are California public libraries.

V. Awards

The five libraries successful in being chosen to participate in the pilot program will receive the following:

- A digital story station consisting of the following:
 - Apple IMAC (includes built-in webcam, microphone, and software)
 - External hard drive
 - Scanner
 - Printer
 - Audio mixer
 - Analog to digital converter box
 - Analog record player
 - Analog cassette deck
 - VHS video player
 - Headphones
 - Memory card reader
 - Digital camera
 - External microphone
 - Cables
- Onsite training in the use of the digital story station
- Technical support for the digital story station
- Onsite training in implementing and promoting the pilot program
- Digital storytelling materials
- \$7000 grant for backfill staff and/or project promotion

Other useful tools, such as story starter forms will be made available to the five libraries selected to participate in the pilot program.

VI. Conditions of the Award

- A. Successful applicants must partner with at least two community organizations (preferably a local historical group or ethnic community group, and a broad-based local community organization) on the implementation and operation of this project.
- B. Successful applicants must make the digital story station available to the public for the purposes of recording their stories at a minimum of eight hours per week.
- C. For successful applicants, the grant project manager, and at minimum two other staff members must attend the on-site trainings. Any staff member who will be assisting members of the public record their stories must be present at the technical on-site training.
- D. Successful applicants must have a staff member at the digital story station to assist the public while they are recording their stories. (Note: Existing staff member(s) must be reassigned to this task. Grant funding may be used to backfill the assignments of the staff member(s) as needed.)
- E. Successful applicants must develop a privacy release form for signature by individuals recording stories at their library so that their stories may be uploaded onto the “California of the Past” website.
- F. Successful applicants must provide a Broadband internet connection to the digital story station.
- G. Successful applicants must provide a quiet recording space for the digital story station during the project year. This space could be located in a library multi-purpose or meeting room as long as the equipment can be safely secured from use and theft while not in use. The space must include good lighting, a back-drop for videotaping (wall, or black/blue curtain), a table for the digital story station, and two chairs. If possible, an enclosed or semi-enclosed area is most desireable.
- H. Successful applicants must complete and submit a Children’s Internet Protection Act (CIPA) Form A. Read the Overview, follow the Public Library Guidelines, and complete Form A. CIPA forms and information are available at:
<http://www.library.ca.gov/html/grants.cfm>
- I. Successful applicants must complete and submit all necessary LSTA grant reports.
- J. Note that during the project year, the digital story station is only to be used for the recording of digital stories. It cannot be used as a general public access computer.

VII. Evaluation of Applications

Eligible applications will be evaluated and scored as follows:

- Community demographic information (15 maximum points)
- Role of the two community partners in the project (15 maximum points)
- Plan for publicizing the project to potential users, and plan for recruiting community members to tell their stories (20 maximum points)
- Location of digital story station (20 maximum points)
- Availability of headphone jacks on public access computers (5 max. points)
- Plan for allowing the public to view and hear the stories recorded (10 max. points)
- Plan for publicizing the grant (5 maximum points)
- Plan for continuing the program beyond the grant year (10 points)

VIII. Application Deadline

A completed application packet consists of the original application (signed in blue ink), plus 4 copies, and a signed CIPA Form A.

Applications must be received at the State Library no later than 4:00 p.m. on April 9, 2007. Postmarks and faxed copies are not acceptable. Completed application packets and a signed CIPA form are to be mailed or delivered to:

California State Library
Library Development Services Bureau
Attn: Digital Story Station Pilot
PO Box 942837
Sacramento, CA 94237-0001

Or for delivery service, the physical address is:

California State Library
Library Development Services Bureau
Attn: Digital Story Station Pilot
900 N St., Suite 500
Sacramento, CA 95814
(916) 653-5217

IX. Questions

Any questions regarding this pilot grant program should be directed to:
Kathy Low, Library Programs Consultant
California State Library
Library Development Services Bureau
PO Box 942837
Sacramento, CA 94237-0001
(916) 653-6822
klow@library.ca.gov

X. Tentative Timeline

April 9, 2007	Deadline for receipt of applications
Early May 2007	Notification of successful applicants of intent to award
May - June 2007	One-day onsite training on project implementation and promotion
July 1, 2007	Award letter issued contingent upon signing of the State budget.
July 2007- August 2007	Delivery and setup of digital story station and on-site training in use of the digital story station
August 2007 - June 2008	Community members record their digital stories
September 2007	Approximate period in which successful libraries will receive the actual grant funds.
June 30, 2008	Grant year ends.